



भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग,
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Dated: 14th November, 2014

DIRECTION

Subject: Amendment to Direction No.104-17/2008-MN dated the 10th December, 2008 regarding prefixing of code of service provider and service area to the alpha-numeric identifier of all commercial SMSs which are sent with only sender identification and without the normal ten digit mobile number.

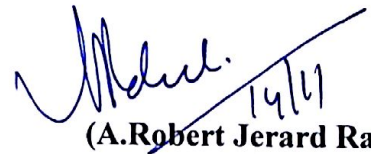
No. 311-31/2012-QoS ----- Whereas the Telecom Regulatory Authority of India [hereinafter referred to as the Authority], established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as TRAI Act, 1997), has been entrusted with discharge of certain functions, *inter alia*, to regulate the telecommunication services, protect the interests of consumers of the telecom sector, ensure technical compatibility and effective inter-connection between different service providers, lay-down the standards of quality of service to be provided by the service providers and ensure the quality of service and conduct the periodical survey of such service provided by the service providers so as to protect the interest of the consumers of telecommunication services;

2. And whereas the Authority, in exercise of the powers conferred by section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of TRAI Act, 1997, issued a Direction No. 104-17/2008-MN dated the 10th December, 2008 directing that the alpha-numeric identifier of all commercial SMSs, which are sent with only sender identification and without the normal ten digit mobile number, shall be prefixed by the code of the service provider and the code of the service area as contained in the Annexure A and Annexure B, respectively, of the said Direction followed by a dash and the sender identification;

[Handwritten Signature]
14/11

3. And whereas after the issuance of the Direction, referred to in the preceding para, some service providers have ceased operation and licenses have been issued to new service providers necessitating re-allocation of the codes for the service providers;

4. Now, therefore, the Authority, in exercise of the powers conferred by Section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of Section 11 of TRAI Act,1997, hereby amends the Direction dated the 10th December, 2008 substituting its Annexure 'A', containing the list of codes for the service providers, with the Annexure A annexed with this Direction containing the revised list of codes for the service providers.

A handwritten signature in blue ink, appearing to read 'A. Robert Jerard Ravi', with a date '14/11' written below it.

(A. Robert Jerard Ravi)

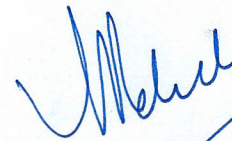
Advisor (CA&QoS)

To: As per the list attached

Annexure-A

LIST OF CODES FOR SERVICE PROVIDERS		
S.No.	Name of Service Provider	Code Allocated
1	Aircel Ltd Aircel Cellular Ltd Dishnet Wireless Ltd	D
2	Bharti Airtel Ltd Bharti Hexacom Ltd	A
3	Bharat Sanchar Nigam Ltd	B
4*	Loop Telecom Pvt. Ltd	L
5	Datacom Solutions Pvt. Ltd	C
6	HFCL Infotel Ltd	H
7	Idea Cellular Ltd Aditya Birla Telecom Ltd	I
8	Mahanagar Telephone Nigam Ltd	M
9	Reliance Communications Ltd	R
10	Reliance Jio Infocomm Ltd	J
11	Reliance Telecom Ltd	E

* Note: The service code "L" at serial No. 4, allocated to Loop Telecom Pvt Ltd is valid till 29.11.2014 only, for the reason that the license granted to it vide the License No. 842-17/93-TM dated the 30th November, 1994 expires on 29.11.2014.



11	Reliance Telecom Ltd	E
12	Shyam Telecom Ltd	Y
13	Spice Communications Ltd	P
14	Tata Teleservices Ltd Tata Teleservices (Mah) Ltd	T
15	Telewings Communications Services Pvt Ltd	U
16	Vodafone Group of Companies	V

Michael
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